



LINDA A. WASCHE, MBA, MA
President, LW Marketworks, Inc.

Linda left her vice president job and corner office at a leading communications agency in 1994 to work with mid-size and small service firms. Today, she helps veterinary practices and other pet services providers strengthen their competitiveness and achieve consistent growth. Her practice focuses on overcoming marketplace challenges, capitalizing on opportunities, helping practices become client-driven and deliver meaningful value. Linda has worked with small animal practices, specialty hospitals (including neurology and rehabilitation), ER centers, end-of-life care and hospice.

Her approach is based on a sound marketing strategy:

- Listen to your clients and the marketplace.
- Segment clients to create meaningful service delivery.
- Deliver meaningful value outside the transaction.
- Become client-focused instead of practice-focused.



Her 30-plus years of experience include:

- Providing marketing counsel in: healthcare (hospitals, pain management, neurology, women's medicine, senior care, hospice), law, accounting, finance, IT, architecture, manufacturing and hospitality.
- Working with Monsanto, McDonald's, Embassy Suites, Ritz Carlton, Marriot and British Telecom.
- Co-directing agency business development efforts and establishing a European affiliate network.
- A specialization in crisis management.
- Teaching experience as an assistant tenure track professor in public relations, media relations, advertising, public opinion, public speaking at University of Detroit, as an adjunct professor at Wayne State University and as a nursing staff instructor for numerous hospitals.
- Winning numerous marketing and communications awards for service sector campaigns.

Education

Linda has an MBA in marketing from University of Detroit, Masters in organizational communication from Wayne State University and Bachelors in journalism from Wayne State University.

Professional Activities & Memberships

Linda is a frequent speaker in veterinary marketing and has spoken to audiences for WVC, AVMA, Veterinary Management Groups and Elanco Animal Health. She has also have been a contributor to *Veterinary Economics*, *Firstline*, *DVM 360* and a variety of business publications, and is a member of AAHA, International Association of Animal Hospice and Palliative Care, American Marketing Association, Women in the Pet Industry Network and Vet Partners.

Community / Interests

In the community, Linda does animal rescue work that has included creating a satellite pet adoption program for a county animal shelter and running a feral cat TNR program. In her spare time, she likes scuba diving, golfing hiking, traveling, shopping for antiques, wine tasting, cooking and reading psychological thrillers. She lives in a small lakefront community with six cats and two house rabbits.

Sample Articles/Publications – VETERINARY

- “Practice positioning” chapter for *5-Minute Veterinary Practice Management Consult, 2013.*
- “Target marketing” chapter for *5-Minute Veterinary Practice Management Consult, 2013.*
- “Client segmentation” chapter for *5-Minute Veterinary Practice Management Consult, 2013.*
- Source for “Emotions build loyalty,” *Trends* magazine, Sept. 2011.
- Primary source for “Prop up your sagging middle,” *Trends* magazine, Nov./Dec. 2010
- “Ramp up your referrals,” *Veterinary Economics*, June 2009.
- “Weave a sticky web (site that is),” *Firstline*, February 2009.
- “Spread the word about your practice,” *Veterinary Economics*, January 2009
- “Internet search and rescue,” *Veterinary Economics*, September 2008.
- “Marketing 102: Quick marketing strategies,” *Veterinary Economics*, August 2008.
- “One expert’s take on ancillary services,” *Veterinary Economics*, August 2008.
- “Marketing 101: Promoting your veterinary practice,” *Veterinary Economics*, August 2008.
- “Spread the word about your new hospital,” *Veterinary Economics*, June 2008.
- “Case study: Marketing your hospital’s name,” *Veterinary Economics*, June 2008.
- “How can I increase traffic to my practice’s web site,” *Veterinary Economics*, June 2008.
- “A 5-step plan for helping shelters and rescue groups,” *Veterinary Economics*, May 2008.
- “4 ways to make your site sticky,” *Veterinary Economics*, May 2008.
- “Weaving the right web,” *Veterinary Economics*, April 2008.
- “Come on in-we’re open,” *Veterinary Economics*, January 2008.
- “Make the most of the media,” *Veterinary Economics*, December 2007.
- “Start the presses,” *Veterinary Economics*, September 2007.
- “In the home stretch,” *Veterinary Economics*, July 2007.
- “Promote, attract, retain,” *Veterinary Economics*, March 2007.
- “Quick fixes that boost client satisfaction,” *Veterinary Economics*, February 2007.
- “Marketing objectives,” *Veterinary Economics*, January 2007.
- “Internet ratings gone awry,” *Veterinary Economics*, November 2006.
- “Fruitful marketing promotion or frivolous flop?” *Veterinary Economics*, - September 2006.

Sample Articles/Publications - SMALL BUSINESS

- Co-author, ““The Rush to Quality – A New Approach to Food Service in 1998,” *Michigan Restaurateur*, February 1998.
- Quoted in the book *The Customer is Always Right* (McGraw-Hill, 1996).
- “Customer Feedback You Can Chew On,” *Michigan Restaurateur*, May/June, 1996.
- “Amid the Large Retailers you can find Your Niche,” *Crain’s Small Business*, June 1996.
- “Create System to come to Grips with Gripes,” *Crain’s Small Business*, November 1995.
- “Customer Communication is Key in the 90s,” *Oakland Progressor*, April 1995.
- “Customer Relationships Win Over Traditional Marketing,” *Oakland Progressor*, May 1995.
- Author, *Small Business Guide to Effective Marketing Communications* for MI-SBTDC , 1993
- Co-author, “Public Relations Textbooks: An Omnibus Review,” *Communication Education*, April 1984.

Select Speeches/Presentations – VETERINARY

- *Grow your practice by delivering meaningful value to pet owners*, Executive Veterinary Program 2000, Indianapolis, 2015.
- *Achieving a client-focused culture*, AVMA, Denver, 2014.
- *Developing client-focused services*, AVMA, 2014.
- *Delivering client-focused communication*, AVMA, Denver, 2014.
- *Building a client-focused Internet presence*, AVMA, Denver, 2014.
- *My cats are my kids: New marketing rules when Fluffy and Fido are family*, AVMA, Chicago, 2013.
- *Stop talking about yourself and clients will start listening!*, AVMA, Chicago,, 2013.
- *They said what? Preventing and managing negative online reviews*, AVMA, Chicago, 2013.
- *Cheapest and most powerful marketing tool: cultivating referrals*, Chicago, 2013.
- *Getting into clients' heads & hearts: Adopting client-focused attraction & retention strategies*, for Elanco, New Jersey, Baltimore, MD; Mobile, AL; and Pensacola, FL; 2013.
- *Marketing to win clients' hearts*, Western Veterinary Conference, Las Vegas, 2013.
- *Little steps: big marketing decisions*, Western Veterinary Conference, Las Vegas, 2013.
- *Avoiding the 10 biggest marketing money pits*, Western Veterinary Conference, Las Vegas, 2013.
- *Boosting emergency/specialty hospital referrals*, Western Veterinary Conference, Las Vegas, 2013.
- *Turning your pharmacy into a value-added client service*, Elanco, Indianapolis, 2013.
- *Engaging pet owners by adopting a market-driven mission*, Veterinary Management Groups, Indianapolis, 2013.
- *Getting into clients' heads & hearts: Adopting client-focused attraction & retention strategies*, Elanco, San Antonio, 2012.
- *Marketing strategies for a new era of veterinary medicine*, Elanco, Lexington, KY, 2012 and Fort Wayne, IN, 2013.
- *Developing a client-focused marketing strategy and plan*, Veterinary Management Groups, Wash., D.C., 2012.
- *Turning your pharmacy into a client value-added service*, Elanco, Chicago, 2012 and Elanco, Louisville, KY, 2012.
- *Demonstrate instead of tell to strengthen market perceptions*, American Veterinary Medical Association, conference, St. Louis, 2011.
- *Listen before you market: understand clients' needs and hot buttons*, American Veterinary Medical Association, conference, St. Louis 2011.
- *Old marketing fundamentals still apply in the Twitter and Tweet world*, American Veterinary Medical Association, conference, St. Louis, 2011.
- *Adding value: how to make your practice valuable to clients*, American Veterinary Medical Association, conference, 2011, St. Louis, 2011.
- *Cultivating your niche: segment your clients for better target marketing*, American Veterinary Medical Association conference, St. Louis, 2011.

Select Speeches/Presentations – SMALL BUSINESS

- *Marketing for your small business*, Mich. Small Business Development Centers, 2008 and 2009.
- *Identifying opportunities through market research: practical ways for nonprofit organizations to gather and access information*, BEST project in conjunction with C.S. Mott Foundation, Flint, Michigan, 2006.
- *Making market research work for you*, Detroit Regional Chamber Small Business Conference, 2005.
- *Market research*, MI-SBTDC, 2005.
- *Target marketing: define, create, communicate your message*, Birmingham-Bloomfield Chamber of Commerce LEAP (Leading Entrepreneurs Advocate Progress) program, 2005.
- *Building meaningful market presence as a nonprofit organization: how to develop a strategic marketing and public relations plan*, BEST project in conjunction with C.S. Mott Foundation, Flint, Michigan, 2005.
- *Creating customer value in a competitive and changing marketplace* Eastern Michigan University Small Business Assistance Center, presentation to building contractors, 2004.
- *Building a competitive edge – A customer value approach to financial services marketing*, continuing education for accounting professionals, Oakland University, 2003.
- *Marketing strategies for small business: create an organization with a customer driven philosophy that helps people serve people*, continuing education for professionals, Oakland University, 2003.
- *Feedback – an essential part of customer service*, SCORE and the Birmingham Merchants Assn, 1997.
- *Uncrossing marketing signals: sending a consistent message to your customers*, Business & Professional Women's Association, 1996.
- *Turning customer complaints into marketing opportunities*, Troy Chamber of Commerce, 1996.
- *Marketing model for networking*, Women's Business Forum, Birmingham Chamber, 1996.
- *Entrepreneurism: The toughest boss you'll ever have*, keynote speaker, Wayne State University, 1996.
- *Effective marketing communications for small business*, American Association of Small Business Development Centers, National Conference, Lexington, Kentucky, 1993.
- *Media interviews: they're not brain surgery*, Michigan Hospital Public Relations Association, 1993.
- *Marketing yourself*, keynote speaker, Wayne State University Business School Career Conference, 1993.
- *Effective marketing communications for small business*, Small Business Development Center's Annual Conference, Marquette, Michigan, 1992.
- *Agency PR techniques*, International New Business Summit, London, England, 1992.
- *Public relations for small business*, Oakland County Economic Development, Pontiac, Michigan, 1988 and 1989.
- *Public relations education*, Michigan Speech Association Fall Conference, 1983.